

1. In a media delivery system, a method of gathering information regarding  
2 user preferences, comprising the steps of:  
monitoring a user's interaction with the media delivery system, including the time  
4 the user spends listening to, or viewing, a program received through the system;  
correlating the subject matter of the program with the amount of time the user  
6 spends listening to, or viewing, the program; and  
inferring one or more user preferences based upon the correlation.

2. The method of claim 1, wherein the program is an electronic program  
2 guide.

3. The method of claim 1, wherein the media delivery system is a cable  
2 television system.

4. The method of claim 1, wherein the step of monitoring a user's interaction  
2 with the media delivery system occurs through a two-way cable network.

5. The method of claim 1, wherein the step of monitoring a user's interaction  
2 with the media delivery system occurs through a packet-switched network.

6. The method of claim 1, wherein the step of monitoring a user's interaction  
2 with the media delivery system occurs through a pager signal.

7. The method of claim 1, wherein the step of monitoring a user's interaction  
2 with the media delivery system occurs as part of a telephone communication.

8. The method of claim 1, wherein:  
2 the step of correlating the subject matter of the program with the amount of time  
the user spends listening to, or viewing, the program occurs at the location of the user;  
4 and  
the step of inferring one or more user preferences based upon the correlation  
6 occurs at a location other than the user location.